



JAY L. SMITH
EDITOR AND
PUBLISHER

FORTIETH YEAR OF PUBLICATION

FIRST WITH THE FILM NEWS IN CANADA

RAY LEWIS
FOUNDER
1915-1954

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Canuck Film Spending Averages Up

Exhibition Receipts Increase Despite Attendance Drop In '53

Canadians spent more money on motion picture entertainment last year, the per capita expenditure averaging \$8.30 compared with \$8.21 in 1952 and only \$6.15 in 1946.

The Bureau of Statistics reported last Monday that Ontario, where television was most highly developed in 1953, was the only province where spending was lower. British Columbia replaced Ontario as the province with the highest average expenditure on movies, its per capita spending rising to \$10.56 from \$9.94.

(Continued on Page 3)

Cinerama In Montreal Hold Benefit Premiere

"This is Cinerama" was launched at the Imperial Theatre, December 27 on a policy of two shows daily, Monday to Friday, with a third show added for Saturdays and Sun-

(Continued on Page 5)

Film Daily's Annual Poll Names Brando And Garland Top Stars

Marlon Brando and Judy Garland were voted the year's top actor and actress for their performances in "On the Waterfront" and "A Star Is Born," respectively, in the annual Film Daily's Famous Fives poll conducted by The Film Daily.

Edmond O'Brien's portrayal in "The Barefoot Contessa," and Thelma Ritter's characterization in "Rear Window" took top honors in the supporting actor and actress groups. Elia Kazan was voted the year's best director for his work on

(Continued on Page 14)

UA's Calgary Branch 'Up Front' In Drive

United Artists' New York, Charlotte and Calgary branches have captured first place in their respective groups in the second week of the third lap of the Robert S. Benjamin Drive, it was announced by William J. Heineman, Vice-President in charge of distribution, and B. G. Kranze, General Sales Manager who are serving as co-captains of the push saluting the company's Chairman of the Board.

The New York exchange is managed by Joseph Sugar; H. Keeter heads the Charlotte branch

(Continued on Page 2)

THE TOP TEN

John Wayne was named the top boxoffice star in the Motion Picture Herald annual poll of exhibitors.

Wayne also held the top spot in 1950 and 1951. Here is the list in order of boxoffice popularity: Wayne, Martin and Lewis, Gary Cooper, James Stewart, Marilyn Monroe, Alan Ladd, William Holden, Bing Crosby, Jane Wyman and Marlon Brando.

Forman To Alliance As Sales Executive

As a further step in the rapid expansion of Alliance Films Limited, James L. Smith, President and General Manager, this week announced the appointment of Bill Forman as Sales Manager of Alliance, effective January 3rd. A veteran of 25 years in the film business, Bill started as an usher at the Astor Theatre, Toronto, subsequently working at the Es-

(Continued on Page 3)

Reg. Shopping Centre To Include Theatre

An \$800,000 shopping centre to include a neighborhood theatre seating 1,030, is planned in Regina by Nipawin Theatres, Ltd. Two acres of land has been bought at a cost of \$12,000 and the develop-

(Continued on Page 3)

RKO Sales Meet In New York Sets Plans And Sales Policy

Jack Labow, RKO Canadian General Manager and his Toronto, Montreal and Saint John Branch Managers attended an RKO regional sales meeting in New York, while other of his managers sat in at meetings held in Chicago, the Coast and New Orleans.

Discussions of 13 pictures from independent producers to be released by RKO featured the second and third of the series of four regional meetings held simultaneously in Chicago and New York, and lasting four days.

Walter Branson, worldwide

(Continued on Page 3)

September TV Sales Record For Canada

Canadians spent \$28,405,648 on TV sets in the month of September, according to Dominion Bureau of Statistics' figures for radio and TV sales in that month.

Of the total 84,342 were bought

(Continued on Page 13)

A Happy and Prosperous New Year

BOX-OFFICE KISSES!

"From 'Deep In My Heart'
I wish you a very
Happy
Box-office New Year!"

"DEEP IN MY HEART"

Tremendous at Music Hall, N. Y. and everywhere! (*Nation-widely tip-off: Paul Hochuli of Houston Press has revised his 10 BEST list to include it! Watch for more!*)

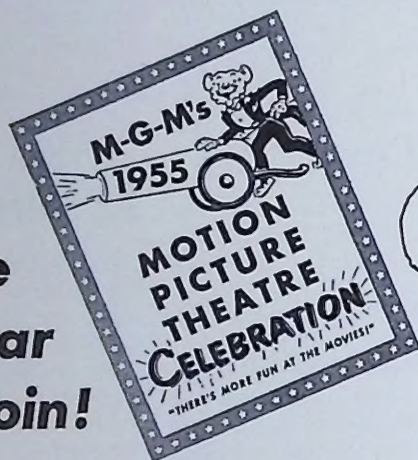
"THE LAST TIME I SAW PARIS"

Great Business Coast-to-Coast!

"BAD DAY AT BLACK ROCK"

Audience Preview Sensational!

Start the
New Year
Right! Join!



**JUST A
FEW OF
M-G-M's
CELEBRA-
TION
RELEASES!**

Ask your
Branch for
other fine films
available!

"BAD DAY AT BLACK ROCK" (January)

(CinemaScope—Color) • starring Spencer Tracy • Robert Ryan co-starring Anne Francis • Dean Jagger • Walter Brennan • John Ericson • Ernest Borgnine • Lee Marvin • Russell Collins

"GREEN FIRE" (January)

(CinemaScope—Color) • starring Stewart Granger • Grace Kelly Paul Douglas • co-starring John Ericson • with Murvyn Vye

"MANY RIVERS TO CROSS" (February)

(CinemaScope—Color) • starring Robert Taylor • Eleanor Parker with Victor McLaglen • Russ Tamblyn • Jeff Richards • James Arness

"JUPITER'S DARLING" (February)

(CinemaScope—Color) • starring Esther Williams • Howard Keel Marge and Gower Champion • George Sanders • with Richard Haydn • William Demarest

"HIT THE DECK" (March)

(CinemaScope—Color) • starring Jane Powell • Tony Martin Debbie Reynolds • Walter Pidgeon • Vic Damone • Gene Raymond Ann Miller • Russ Tamblyn • with Kay Armen • J. Carol Naish Richard Anderson • Jane Darwell

"INTERRUPTED MELODY" (March)

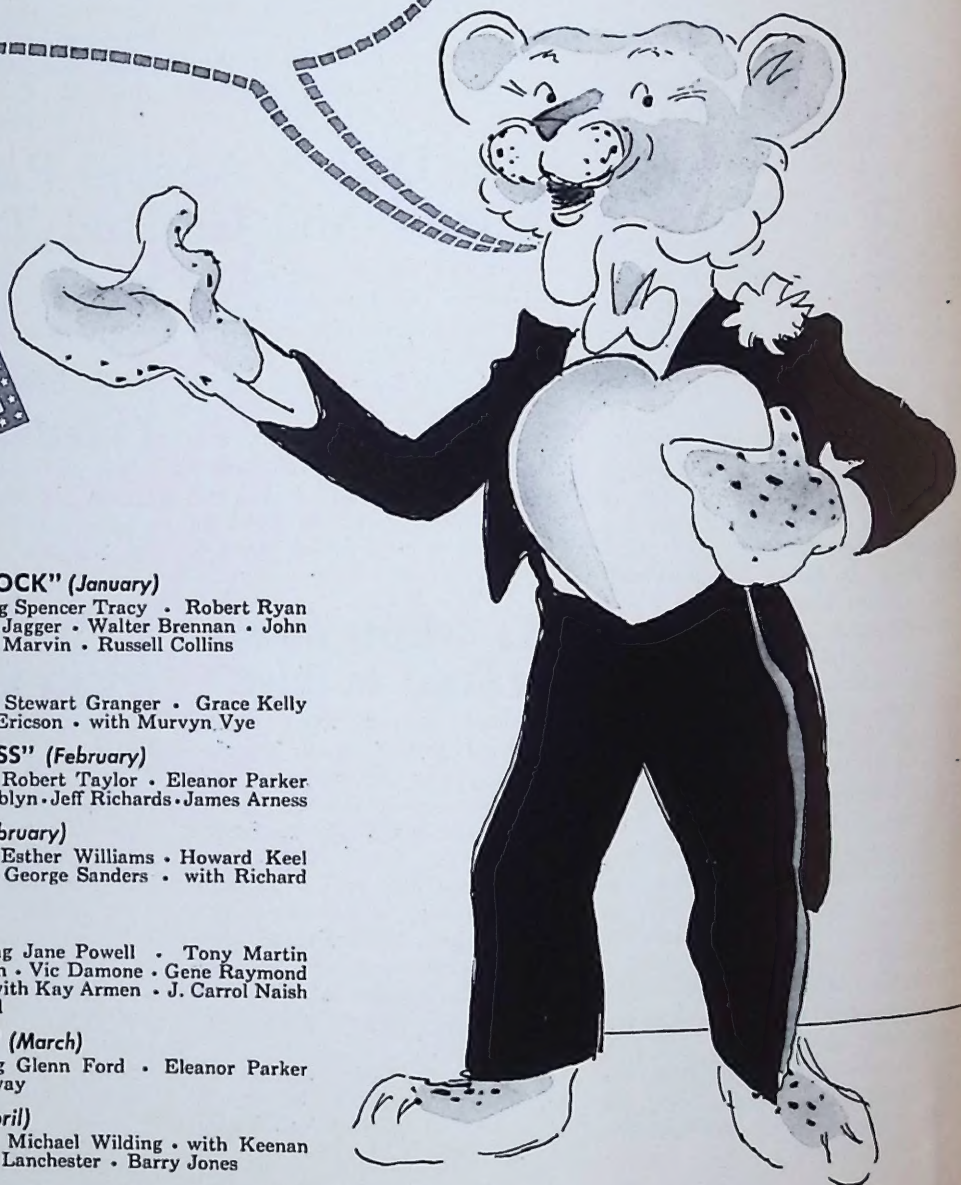
(CinemaScope—Color) • starring Glenn Ford • Eleanor Parker with Roger Moore • Cecil Kellaway

"THE GLASS SLIPPER" (April)

(Color) • starring Leslie Caron • Michael Wilding • with Keenan Wynn • Estelle Winwood • Elsa Lanchester • Barry Jones

"BEDEVILLED" (April)

(CinemaScope—Color) starring Anne Baxter • Steve Forrest • with Simone Renant • Maurice Tevna • Robert Christopher • Joseph Tomelty and Victor Francen



FORMAN

(Continued from Page 1)

quire and Mayfair theatres, and at the head office of Firestone Theatres until 1940, when he left to join the Canadian Army.

Following a four-year stint with the armed services, he joined Empire - Universal's booking department in Toronto, in 1944, leaving in 1946 to join the booking staff at Odeon Theatres. In 1948, he became head booker for National Theatres, and in 1951 returned to Odeon in charge of booking for Ontario, which position he has resigned to join Alliance.

Mr. Smith recently announced the appointment of E. V. "Ted" Atkinson as Montreal Branch Manager of Alliance, following the resignation of Miss Molly Foreman to take a position in New York City. Within the next few weeks, Mr. Smith stated, he will announce the appointment of a Calgary Branch Manager, and the opening of an Alliance office in that city.

In addition to its own American, British and foreign films, Alliance is now handling the distribution of Astral Films product in all territories with the exception of Ontario, and recently acquired the Canadian franchise for the product of Distributors Corporation of America (DCA), new American company headed by Fred J. Schwartz and Charles S. Boasberg, whose first release will be "Long John Silver" in CinemaScope and Technicolor. A complete product announcement covering Alliance's own releases, those of Astral Films, and the pictures that will be distributed by Alliance under the DCA label, will be forthcoming shortly.

REGINA

(Continued from Page 1)

ment is to be undertaken within two years.

Leonard B. Reinhorn, Regina, is president of Nipawin Theatres, Ltd. and Isador Reinhorn, of the Roxy Theatre, Regina, is general manager of the company. The company now operates the Nortown Theatre, Regina's first neighborhood theatre; the Roxy theatre, Nipawin, and the Skyview drive-in, Nipawin.

The new theatre would be one of the largest in the city.

The shopping centre would have a service station, a super-market, five stores with office space above and parking space for at least 100 cars. The theatre would be 350 feet long and 130 feet wide, with downstairs seating for 680 and a balcony to seat 350.

Across the Country

Toronto and District

During the two weeks up to and including Christmas Day all matinee performances were cancelled at the Lincoln Theater, St. Catharine, with the exception of Saturday, Dec. 25. Night programs were being started at 6 p.m. The temporary policy was in effect for the "shopping season" and following a holdover engagement of "White Christmas."

One of the first happenings reported by Stan Helleur in his new "You Can Quote Me" column in the Toronto Telegram, after a year's exile in Ottawa, was the Christmas party of International Film Distributors Limited, on the invitation of Doug Rosen.

J. J. Fitzgibbon, chairman of the Board of Governors of St. Michael's Hospital, Toronto, was named vice-chairman for the hospital's first fund drive, scheduled for January, the objective being \$5,105,000.

The four units of Braden's Theatres in Hamilton, the Strand, Avalon, Kenilworth and Kenmore, were combined for the comeback engagement of "Duel in the Sun." Arrangements were supervised by Kent Craig.

For several weeks Manager Vic Nowe had a huge Christmas Tree in the lobby of the Toronto Odeon where the patrons were invited to place donations of children's gifts which are to be distributed at local hospitals and orphanages at the proper moment.

Ben Schachar of the College Theatre, Brantford, got the kids coming during the pre-Christmas lull by offering Yuletide gifts. It was a free ticket to the matinee on Saturday, Dec. 18, for those who attended the juvenile show on Dec. 11. "It's our way of saying Thank You for your loyal patronage," he told the boys and girls.

Manager Mel Jolley of the Century Theatre, Hamilton, staged a Famous Fun Festival Saturday morning, Dec. 11, for the members of the Junior Press Club sponsored by the Hamilton Spectator.

Prairies

Motion picture projectionists in Calgary are seeking a wage increase of 67 cents an hour in a dispute with two theatres which has now gone into arbitration.

Involved are the Capitol and Palace theatres and Local 302 of the Moving Picture Projectionists International Union. Present rates, according to the Calgary Herald, have reached \$2.58 an hour for a 33-hour week. The union is asking an increase to \$3.25. The dispute has been in progress since last June.

The Sponsor Club at Cut Knife, Sask., is planning to build a new theatre in the town in 1955.

At Humboldt, Sask., the Lux theatre offered a \$15 layette for the first baby born in the town's hospital on or after Dec. 9. The Humboldt Journal, at the same time, offered a three years' subscription to the person giving the closest estimate to the number of words in the Dec. 2 issue. Both giveaways were tie-ins with the Lux theatre's feature, "It Happens Every Thursday," a story about a weekly newspaper.

An armed bandit who held up the cashier of the Empress Theatre in Edmonton recently made off with approximately \$200. A note handed to Betty Ann Webster said, "Hand over the fifties, twenties and tens!" In her excitement, the cashier did not press a warning buzzer in the ticket box. An employee in the confection counter nearby was unaware of the holdup until Miss Webster shouted after the man left.

(Continued on Page 14)

FILM SPENDING

(Continued from Page 1)

Spending in other provinces, with 1952 averages in brackets: Alberta \$9.73 (\$8.87), Ontario \$9.67 (\$10.06), Manitoba \$7.74 (\$7.31), Nova Scotia \$7.35 (\$6.51), Saskatchewan \$7.07 (\$6.76), Quebec \$7 (\$6.99), New Brunswick \$6.02 (\$5.52), Prince Edward Island \$4.06 (\$4.01), Newfoundland \$4.03 (\$3.90).

The average admission price, including taxes, in regular theatres was 47 cents and ranged from a high of 53 in Quebec to a low of 37 in Newfoundland.

Combined receipts of motion picture exhibitors for regular theatres, drive-ins, community enterprises and itinerant shows increased 3 per cent despite an attendance drop of 1 per cent.

Receipts, excluding taxes, rose to \$109,072,528 from \$105,459,183 while paid admissions declined to 259,346,837 from 262,963,387.

Paid admissions in Canada's 1,906 regular theatres dropped nearly 3 per cent to 241,182,726 from 247,732,717 in 1952 but in drive-in theatres it increased to 11,134,788 patrons from 8,379,586. There were 174 drive-ins in 1953 compared with 104 the previous year, the most significant increase being in Western Canada.

RKO MEET

(Continued from Page 1)

sales manager, said the films would be in color and filmed for wide-screen projection. The producing companies are Edmund Grainger Productions, King Brothers Productions, Benedict Bogeaus Productions, David Butler Productions, Nat Holt Productions and Sol Lesser Productions.

James R. Grainger announced that Howard Hughes' "Underwater!" would go into general release February 9 with a minimum of 32 openings in key cities. Grainger also outlined details for sales policies at the Chicago session in the Blackstone Hotel, and then flew to New York to be present at the opening of the second day's meeting.

Joseph Tushinsky, co-inventor with his brother, Irving, of Super-scope, discussed the process at the Chicago meeting Monday and left by plane that night to be present at the New York sessions which were held in the Warwick Hotel.

Following the Tuesday morning session a luncheon was held which was attended by representatives of Sam Goldwyn and others.

On the Beam

(Continued from Page 1)

is an annual event that brings much credit to the Paramount crew. After the party for the kids, the staff has their own party, and I guarantee they enjoy themselves that much more for the knowledge that they have been responsible for all those children having a happy Xmas.

One of the troubles of this business of ours, is that you just never seem to be able to relax. No sooner is one job finished than it is time to start on another. This applies to The Digest, just the same as it does to the distributors and exhibitors. We no sooner have the Christmas edition of The Digest off the press, than it is now time to get started on the 40th Anniversary Issue. Those of you who have been around this business for quite a few years, will remember The Digest 30th Anniversary Issue, which we published in 1946. It was due in 1945, but due to the pressures of the war, it was put off a year. However, The Digest was born in 1915, and our 40th Anniversary Issue will definitely be published in 1955. In fact, we have even picked the month, March, in

which the issue will appear, and within the next week or two we will be writing you all letters.

It is our hope to make The Digest 40th ANNIVERSARY ISSUE, a volume that will rank high among the many outstanding special issues published by The Digest in the past 40 years. It will serve as a Memorial to the late Ray Lewis, and will contain, among other things, a selection of some of her truly famous editorials and Ray Presents.

Naturally, your support and assistance is required to make this issue an outstanding one, and I am counting on one and all to lend us a hand in the way we need it most. Already we have received several letters saying some very nice things about the Christmas Issue of The Digest; without the fine support we have been receiving, this issue would not have been possible, and I am truly grateful. I can promise you, that with your help, the 40th Anniversary Issue of The Digest will be the biggest and best yet. In the meantime, a Very Happy and Prosperous New Year to all.

Mounted Police Story Being Filmed By UA

"Canada's Great Manhunt," adventure film drama starring Edward G. Robinson and George Raft, has gone into production in Hollywood for United Artists release.

Lewis Allen, who recently directed "Suddenly," is directing "Canada's Great Manhunt" for producers Sam Bischoff and David Diamond. Geoffrey Homes wrote the screenplay for "Canada's Great Manhunt," which is based on an article in Coronet magazine.

"Canada's Great Manhunt," which teams two of the screen's toughest "hard-guys" in Robinson and Raft, is the story of Canada's Royal Canadian Mounted Police.

Odeon-Garson Circuit 10th Anniversary

Odeon Theatres of Canada Ltd., and Garson Theatres Ltd., were hosts at an annual Christmas party held Sunday evening, December 19, celebrating the tenth anniversary of this partnership. The Martin-Lewis production "The Three Ring Circus" was screened at the Kent theatre. After the screening a late

supper was served at the Riviera restaurant.

Included among the guests were the heads of the various theatre circuits, exchange managers and supply houses. Mr. George Enos of the New Brunswick Censor Board, Hon. D. D. Patterson and Hon. A. E. Skaling of the Provincial Cabinet with their wives, the Mayor and City Councillors also attended, accompanied by their wives.

Mr. Garson announced the taking over of the 'Armview' theatre Halifax, N.S., which is the latest theatre acquired by this circuit. He also referred to the 'Kent' theatre, at present being constructed in Moncton, N.B.

UA's CALGARY

(Continued from Page 1)

and Robert Radis leads the Calgary exchange.

The Benjamin Drive supporting UA's "blockbuster-a-month" releasing program recently unveiled by President Arthur B. Krim will award a grand total of \$50,000 in prizes to winners among United Artists' 32 U.S. and Canadian branches, which are competing in three groups of equal grossing potential.

HAROLD HECHT

GARY COOPER

"VERA"

IN... **SUPERSCOPE**

Co-Starring

DENISE DARCEL · CESAR ROMERO

Screenplay by

ROLAND KIBBEE and JAMES R. WEBB

Directed by

ROBERT ALDRICH

the
big news
TODAY
from
UA

Just completed
...the battle
of the giants
in the biggest
spectacle
of them all!

"White Christmas" High Grosser In '54 States Barney Balaban

Optimism about prospects for Paramount Pictures in the new year is based on completed product scheduled for release in 1955, "most of which we have seen," Barney Balaban, Paramount president, advises the company's shareholders in a letter now in the mails. The letter lists 20 productions and tells the stockholders something about each.

In it, Balaban says that "White Christmas" now "appears certain to be 1954's highest grossing picture of the industry. We are confident that more people will pay to see it than have seen any other motion picture for several years."

"Based on this highly favorable reception of VistaVision in 'White Christmas,' we believe we have a practical and economical solution to our industry's efforts to achieve the best techniques for processing and exhibiting motion pictures. We are now producing all our pictures in 'high-fidelity' VistaVision."

The letter reports the likelihood of "an acceleration in public interest and discussion about pay-as-you-see television in 1955" and that Paramount feels that the practical advantages of its International Telemeter system "makes it outstanding in the field." It also states that the Lawrence color TV tube,

in which Paramount is interested, has been granted important patents and promises to make possible practical prices for mass acceptance of color TV.

Para's Promotion Meet To Be Annual Event

The International Promotion Coordination meeting held by Paramount, will be made an annual event, Y. Frank Freeman, Vice-president and studio head, said at the final session. The meeting, closing on a note of high enthusiasm, was described by Freeman as "most effective for all." He made his remarks at a joint session with distribution representatives who met at the studio concurrently during the week.

Jerry Pickman, vice-president in charge of advertising-publicity-exploitation who conducted the promotion meeting, and A. W. Schwalberg, president of Paramount Film Distributing Corp., also hailed the

sessions as of utmost value. In addition to an interchange of ideas and forging closer bonds in Paramount's world-wide organization, the sessions included the screening of seven completed features and 11 others in partial form.

At conclusion of the screenings, Schwalberg termed Paramount's product position the strongest in the company's 40 years of operation. "This strength," he said, "is rooted in the fact that the studio has been completely converted to quality product to meet the needs of today's new selective market."

Walt Disney Cartoons Through RKO In '55

Six Walt Disney cartoons on the RKO releasing lineup for 1955 will be in CinemaScope. However, subsequent to the playoff of the CScope version, the animated shorts will be made available in standard format.

First of the six is "No Hunting," Donald Duck entry, which has a Jan. 14 release date.

Disney is continuing to distribute cartoon shorts through RKO although his features are now going through Buena Vista in the U.S. and Empire-Universal in Canada.

CINERAMA

(Continued from Page 1)

days, all seats reserved.

The premiere proceeds will be donated to Ste. Justine Hospital. Premiere prices were \$5 for orchestra and loge seats and \$3 for balcony seats.

The regular schedule, however, will be: matinees, Mondays through Fridays \$1.20 for balcony seats and \$1.75 for orchestra and loge seats; Saturday and Sunday matinees \$2 for orchestra and loge and \$1.50 for balcony. All evening shows \$2.40 and \$1.75.

Seating capacity is being reduced from 1,875 seats to some 1,050 seats in the remodelling. The conversion will cost about \$75,000.

COLUMBIA BRD. RE-ELECTED

The annual meeting of the stockholders of Columbia Pictures Corporation held in the company's New York offices, with President Harry Cohn presiding, re-elected the present board of directors to serve until the next annual stockholders' meeting. The board is comprised of Harry Cohn, Jack Cohn, N. B. Spingold, A. Montague, A. Schneider, L. M. Blancke, Donald S. Stralem, A. M. Sonnabend and Alfred Hart.

presents

BURT LANCASTER

CRUZ

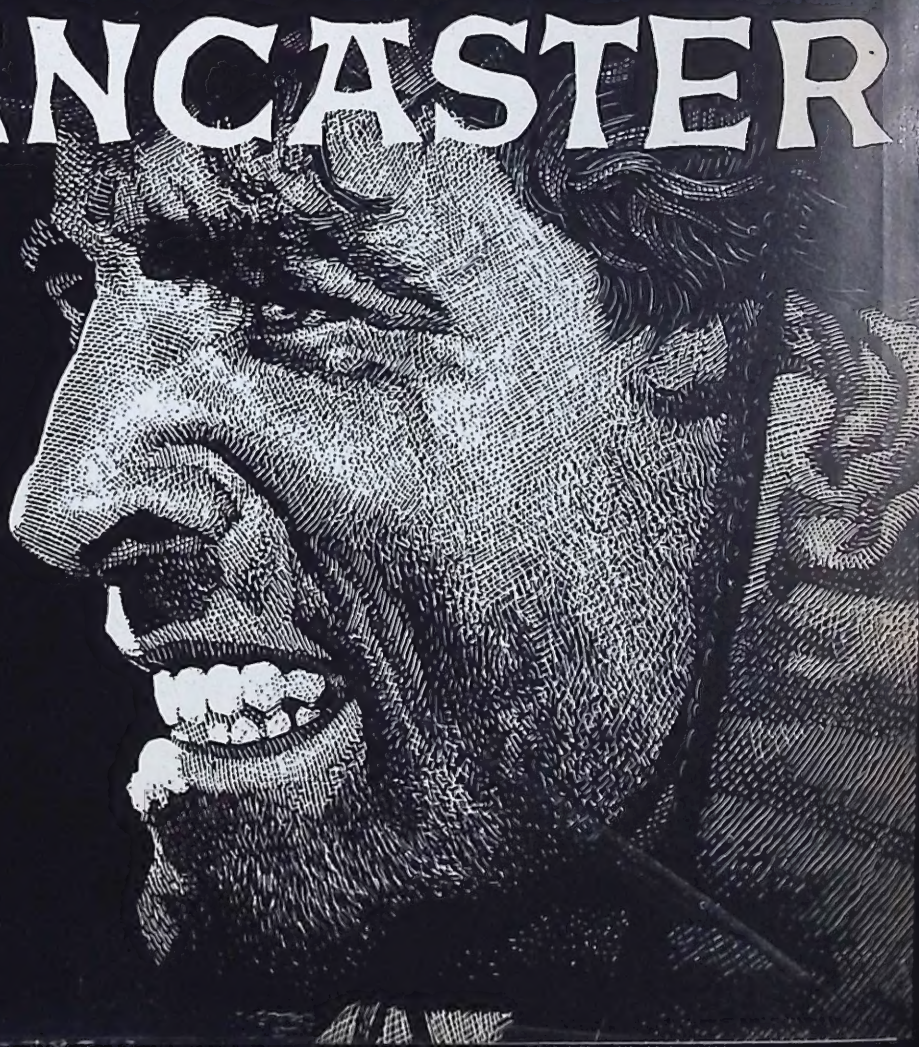
COLOR BY **TECHNICOLOR**

with
GEORGE MACREADY
ERNEST BORGNINE

and introducing
SARITA MONTIEL

Story by
BORDEN CHASE · JAMES HILL

Produced by
A HECHT-LANCASTER PRODUCTION
RELEASED THRU UNITED ARTISTS





MARK PLOTTEL, Sales Manager.



HERB MATHERS, Toronto.



M. J. ISMAN, Montreal.



JACK BELLAMY, Saint John.

JOE GARFIN, Calgary.



WALTER KENNEDY, Publicity.



A. W. PERRY, President.

Of special interest to exhibitors will be the news that another of the Pa and Ma Kettle series will be available. This will be "Ma and Pa Kettle in Waikiki," a departure from the domestic background which has made this series a classic with outstanding appeal, especially in medium-sized cities and towns.

There will be another comedy, also with a variation of background. "Abbott and Costello Meet the Keystone Kops" will bring back the comic antics so popular with a previous generation, due in February.

One musical, "So This Is Paris," is listed. It will be given a promotional campaign comparable with "The Glenn Miller Story," which set some records that Universal expects to equal or surpass. Tony Curtis, Gloria De Haven, Gene Nelson, Corinne Calvet and Paul Gilbert appear in this, and it is set for January release.

Melodrama has not been neglected. "Six Bridges to Cross" is a story



PERRY WRIGHT, Vancouver.

Feldman Drive Led By E-U Powerhouse In Canada 13 Top Films Set For Release



Released for Christmas, "Sign of the Pagan," is in CinemaScope and color by Technicolor, and stars Jeff Chandler, Jack Palance, Ludmilla Tcherina and Rita Gam and features Jeff Morrow, George Dolenz, Edward Franz and Alexander Scourby.



February releases will be headed by "The Far Country," the new James Stewart film in color by Technicolor. Starred with Stewart are Ruth Roman, Corinne Calvet and Walter Brennan. Produced by Aaron Rosenberg and directed by Anthony Mann, the team responsible for "The Glenn Miller Story" and the succession of James Stewart box-office hits, "The Far Country," Charles Feldman, general sales manager of Universal pointed out, occupies the same releasing position as "The Glenn Miller Story" last year.

based on the famous Boston bank robbery of a few years back which appeared in Collier's. Much of it was made on location. Tony Curtis, Julie Adams and George Nader are starred. The mystery has never been solved by the FBI.

Outstanding among the westerns will be "The Far Country," starring James Stewart, with Ruth Roman, Corinne Calvet and Walter Brennan. It has been filmed on the same scale as Stewart's "Bend of the River" and is to be released in February, about the same time of the year that "River" was released.

The three CinemaScope pictures

are on a spectacular scale. The first, "Sign of the Pagan," on the background of Rome about 400 A.D. when Atilla, the Hun, threatened the empire, is being sold on a mass release basis.

Another of the CinemaScope trio will be "Captain Lightfoot," due for March release. This was filmed against beautiful backgrounds in Ireland, with Rock Hudson, Barbara Rush and Jeff Morrow starred.

The third CinemaScope has a New Mexico background with Victor Mature, Suzan Ball and John Lund starred. It will be released in April.

LEN NORRIE, Winnipeg



THE MIGHTIEST MOTION PICTURE CAMPAIGN OF THEM ALL!

**HARD-HITTING ADVERTISING, PUBLICITY AND EXPLOITATION BARRAGE
TOUCHES OFF HIGH-POWERED, COAST-TO-COAST CAMPAIGN FOR . . .**

20,000 Leagues UNDER THE Sea



STEREOPHONIC SOUND

CINEMASCOPE

COLOR BY

TECHNICOLOR

➡ ONE YEAR PUBLICITY DRIVE PRECEDES RELEASE OF 20,000 LEAGUES!

Covers, spreads and feature articles dominate nation's top-circulation magazines, newspapers and syndicated columns!

➡ ACROSS-THE-BOARD NATIONAL ADVERTISING BLANKETS THE PUBLIC WITH 20,000 LEAGUES SELL!

Four-color, double spread and single page ads touch off powerful saturation campaign for Disney's mightiest motion picture!

➡ ESTIMATED AUDIENCE OF 30,000,000 WILL SEE SPECIAL 20,000 LEAGUES PROGRAM ON NEW "DISNEYLAND" TV SHOW!

Two 1-hour presentations carried coast-to-coast over more than 125 ABC-TV stations—to be specifically devoted to 20,000 LEAGUES —

December 8th: "Operation Undersea" • January 19th: "The Story of Monsters"

Empire-Universal Films Ltd.

*Are Very Proud To Be
Associated With*

Walt Disney Productions

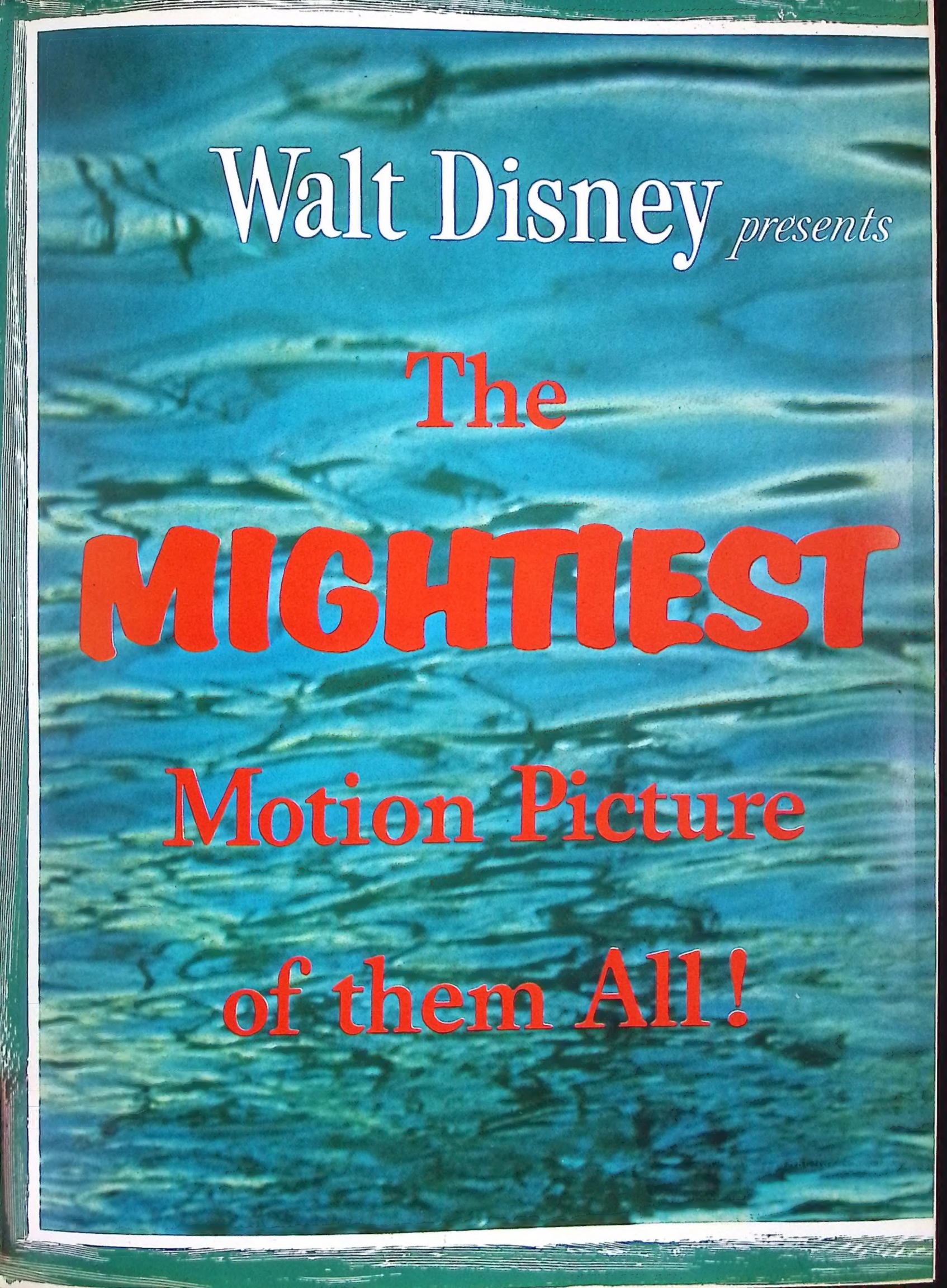
In Distributing In Canada

**The Mightiest Motion Picture
Of Them All**

*"20,000 Leagues
Under The Sea"*

Distributed
In Canada By

*Empire-Universal Films
Limited*



Walt Disney *presents*

The

MIGHTIEST

Motion Picture

of them All!

Empire-Universal Films Ltd.

*Are Very Proud To Be
Associated With*

Walt Disney Productions

In Distributing In Canada

**The Mightiest Motion Picture
Of Them All**

*"20,000 Leagues
Under The Sea"*

Distributed
In Canada By

*Empire-Universal Films
Limited*

Walt Disney *presents*

The Mightiest Motion Picture of them All!

20,000 Leagues Under the Sea

Starring

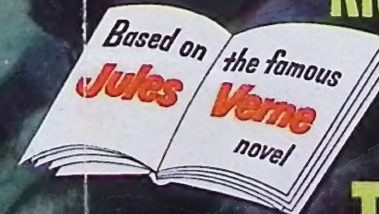
KIRK DOUGLAS ★ JAMES MASON
PAUL LUKAS ★ PETER LORRE

Directed by
RICHARD FLEISCHER

Screen Play by

EARL FELTON

COLOR BY
TECHNICOLOR



A MIRACLE of screen ENTERTAINMENT

Beneath the surface of the sea lies a world of infinite mystery and menace, of unearthly beauty and uncounted treasure. A world of frightening depths, silent darkness and monstrous power.

This fascinating world now sweeps across the massive CinemaScope screen as Walt Disney brings to life the greatest of all adventure stories. As you live this story with Kirk Douglas, James Mason, Paul Lukas, Peter Lorre, you will be captivated by the strange excitement that overwhelms all who descend into that last, great unconquered realm beneath the sea.

Make room in your memory for an unforgettable experience. The imagination of Jules Verne and the inspiration of Walt Disney combine to bring you a true miracle of screen entertainment. Never has so great a story been given such spectacular presentation!

Distributed by **Buena Vista** Film Distribution Co., Inc.

Copyright © 1954 Walt Disney Productions

Incredible wonders of another world surround you in magnificent
CINEMASCOPE
Stereophonic Sound



Out of the pages of the world's most amazing novel comes the most eagerly awaited motion picture event of the year—here is screen entertainment filled with the boundless beauty and endless wonder of an existence no man was meant to discover! . . . a powerful spirit of high adventure woven into Walt Disney's most ambitious screen endeavor . . .
20,000 LEAGUES UNDER THE SEA.

Starring

KIRK DOUGLAS as **NED LAND**,

the indomitable harpooner . . . a brawling, swashbuckling NEW kind of role for the lusty Douglas . . . descending into uncharted depths with a steel harpoon and an iron heart!

JAMES MASON as **CAPTAIN NEMO**,

the most compelling figure in all the world of adventure. Following up his recent successes with perhaps his greatest role . . . that of the Commander of the Nautilus, dark genius of the vast undersea domains!

PAUL LUKAS as **PROFESSOR ARRONAX**

Renowned star of the Broadway stage as well as the Hollywood screen, Paul Lukas is perfectly cast as the French scientist who symbolizes man's ceaseless desire to behold the powers of the universe!

PETER LORRE as **CONSEIL**

In a career that has included every kind of movie villainy, Peter Lorre finally has a chance to play a different kind of role as the unpredictable Conseil . . . the little man in history's biggest moment!

Chatter... That Could Matter!

By MAX CHIC

If you are making any New Year resolutions, answer these questions first and if your total score is below 75, get a pencil and start scribbling fast.

(1) Do you belong to the Chamber of Commerce? (two marks), the Rotary Club (2), some organization of comparable status? (1).

(2) Do you personally know the mayor? (1) the town clerk? (1), the fire chief? (1), the police superintendent? (1), another official of similar status? (1). For the purpose of this question "knowing personally" implies that the functionary in question has been to your theatre on several occasions and you could, at any time, pick up the phone to ring him or his senior representative to discuss possible future co-operation. An occasional hand-shake at a reception does not, for the purposes of this question, constitute "knowing the mayor."

DO YOU KNOW?

(3) Do you personally know (conditions as above) the education officer in your area? (2), the principals of local schools? (1 mark for each you know), the secretary or president of your local film society? (2).

(4) Do you know members of the local clergy? (1 mark for each you know) and have you good contacts with local religious organizations? (2).

(5) Do you know the secretary or president of the women's club? and a comparable body? (1)

(6) During mornings and Sunday afternoons is your theatre open to be used for civic functions? (1). Do you encourage such functions? (1). Score another mark, up to a maximum of 3, for every function that has been held at your theatre in the last six months.

(7) Do you have special previews to which you invite selected audiences? Score one mark, up to a maximum of 5, for each preview you have held since January 1, 1954.

(8) Have you tried to make it known that you are willing to serve on local committees? (2). Score 1 mark here, up to a maximum of 3, for every committee you actually serve on.

(9) Have you made a genuine effort to bring your theatre into the town's civic life? Score 1 mark, up to a maximum of 5, for every local appeal which has been launched or helped through your theatre since January 1, 1954.

(10) Do you have a mailing list and is it classified as to types of programme appeal? (5).

(11) Do you consistently try to advertise with the local appeal of your film in mind? (2) according to the relative drawing power of your film of the week? (3).

(12) Are you always on the front of your house as patrons are leaving to overhear their comments on the film? (2). Have you ever attempted any form of "house visiting" to assess audience reaction? (3).

(13) If you have a stage, do you use it for announcements of future programs and invite suggestions for future titles? (3).

(14) Can you truthfully say that you consistently try to make your advertising original? (3) that you take trouble over attractive layout? (2).

(15) Do you know the main store managers in your town, and do you ring them occasionally even if you have no immediate tie-up in mind? Score 1 mark for each, up to a maximum of 5.

(16) Are you on friendly terms with the editor of your local paper? (3). Do you ask his reporters round to the theatre even when you have no immediate press story in mind? (2).

(17) Is your theatre checked daily for lighting? (1), heating? (1), ventilation? (1), and do you during each performance, check at least once on the sound? (2).

THE TRADES PRESS

(18) Do you regularly read the trade press and can you honestly

say that you are keeping yourself informed of the latest developments in the industry? (5).

(19) Do you co-operate with other managers in your town? (3). Even when they are not connected with the same company, do you share your experiences with them occasionally? (2).

(20) Can you honestly say that you keep your eyes open for new ideas? (3). Do you for this reason attend trade functions? (2).

TV SALES

(Continued from Page 1)

in Ontario; 34,254 were bought in Quebec; 8,824 in British Columbia; 8,527 across the Prairies, and 2,722 in the Maritime Provinces.

Table models led in popularity with 48,933 sold; next came 33,461 console models and, finally, 1,948 three-way combinations. September is the best month yet recorded by DBS for 1954 TV sales in Canada. It tops the previous record established in August of this year by 28,548. September sales brings the total of TV sets sold this year in Canada to 347,059.

Bell Telephone Lists New Exchanges For March

Howard	Oxford 1
Grover	Oxford 4
Oxford	Oxford 9
Murray	Roger 2
Rodney	Roger 6
Lyndhurst	Roger 7
Junction	Roger 9
Trinity	University 1



Trans-Canada



USE THIS INFORMATION AS YOUR GUIDE ON RELEASE DATES

TORONTO

IMPERIAL
3 Ring Circus (Par.) VistaVision and Tech. with Martin and Lewis.

SHEA'S
There's No Business Like Show Business (20th-Fox) C'Scope and DeLuxe Color with Ethel Merman and Donald O'Connor.

ODEON
So This Is Paris (E-U) Tech. with Gloria DeHaven and Gene Nelson.

HYLAND & CHRISTIE
Trouble in the Glen (E-U) Trucolor with Victor McLaglen.

LOEW'S
Deep in My Heart (MGM) Color with Jose Ferrer and Merle Oberon.

UPTOWN
Sign of the Pagan (E-U) Scope and Tech. with Jeff Chandler.

UNIVERSITY & EGLINTON
Young at Heart (WB) WarnerColor with Doris Day and Frank Sinatra.

TOWNE CINEMA
The Vanishing Prairie (E-U) in Technicolor.

DOWNTOWN
Bounty Hunter (WB) Color with Randolph Scott and Marie Windsor.

MONTREAL

CAPITOL
Second week. Athena (MGM) Color with

Debbie Reynolds and Vic Damone.

LOEW'S
Fifth week. White Christmas (Para.) VistaVision and Tech. with Bing Crosby.

PALACE
Woman's World (20th-Fox) C'Scope and Technicolor with Clifton Webb and June Allyson.

PRINCESS
The Yellow Mountain (E-U) Tech. with Lex Barker.

KENT
The Vanishing Prairie (E-U) in Technicolor.

VANCOUVER

CAPITOL
There's No Business Like Show Business (20th-Fox) C'Scope and DeLuxe Color with Ethel Merman and Donald O'Connor.

VOGUE
Sign of the Pagan (E-U) with Jeff Chandler and Jack Palance.

PLAZA & FRASER
Africa Screams (E-U) and Love Happy.

ORPHEUM
3 Ring Circus (Para.) VistaVision and Technicolor with Martin & Lewis.

STRAND
Gorilla at Large (20th-Fox) Technicolor with Cameron Mitchell.

STUDIO
The Belles of St. Trinians (IFD) with Alastair Sim.



As a result of a visit to the set of "Not As A Stranger," Carl "Alfalfa" Switzer, best remembered as one of the kids in Our Gang Comedies, has been signed for a key comedy role in the UA Production, which co-stars **Olivia DeHavilland** and **Robert Mitchum**. . . Producer **Julian Wintle** has announced that he has finally found the girl to take the female lead in **JARO's** "Passage Home," **Diane Cilento**, Australian actress will play the part of the only woman aboard a tramp steamer, which makes it thirty-to-one in favour of the male sex.

Jack L. Warner announced that **Warners** are making plans to produce "Faust," and that the picture version would combine the best entertainment elements of both the **Gonoud** opera and the story by **Goethe**.

Republic has purchased the screen rights to one of the year's outstanding sea stories "The Long Watch," which will go before the cameras early in 1955, with exterior scenes being shot at Cherboung, Cebu, Port Said, Hong Kong and New York. . . **Mara Corday**, star of **Universal's** "So This Is Paris," is slated for a P.A. Christmas-New Year's tour of six cities . . . **Harriet Arnow's** novel. "The Doll Maker," which is considered to be a very serious contender for this year's Pulitzer Prize, is slated by **Columbia** as one of their top films for 1955.

Scribe Productions and **Hope Enterprises** have just signed an equal partnership agreement to produce three **Bob Hope** starrers in the next five years. This partnership is the direct result of terrific audience reaction to their first **Scribe-Hope** picture, "The Seven Little Foys," filmed in **VistaVision** and released by **Paramount**. . . Busy times at **M.G.M.** with eight films now in various stages of production, this week saw the start of two new films, "The Cobweb" with **Richard Widmark**, and a **Doris Day** musical, "Love Me Or Leave Me."

U.A.'s "Black Tuesday," top billing **Edward G. Robinson**, will have a New Year's Eve premiere at the **RKO Palace Theatre**, New York.

FILM DAILY

(Continued from Page 1)

"On the Waterfront" and Budd Schulberg was named the year's best scenarist for his script for the same film. Eva Marie Saint was judged the "find" of the year for her fine first movie delineation, opposite Mr. Brando in "On the Waterfront."

Kim Charney's stint in "Suddenly" and Sandy Descher's portrayal in "The Last Time I Saw Paris" were named the best efforts by actor and actress, respectively, in the juvenile category. "Three Coins in the Fountain," shot under Milton Krasner, its director of cinematography, was named the best photographed picture of the year.

350 Seat Theatre Opens In Alberta

A new theatre at Hines Creek, Alta., is the Lux, owned and operated by Lawrence Koshieff. The frame structure is 35 by 115 feet, with seating for 350 but seats can be added to provide for a capacity of 420. The theatre has a spacious lobby, picture windows facing the street, a confectionery bar, indirect lighting, wide screen and living quarters for the manager.

A free show was provided for the 225 students of Hines Creek school and the official opening ceremony, at which Mayor Norman Yaeger cut the ribbon, attracted a capacity house.

George Murphy

George Murphy, long known as Hollywood's unofficial ambassador of good will, has assumed public relations duties at MGM in addition to his current representation on behalf of the studio and industry with theatre organizations.

In his new function, Mr. Murphy will be the studio's contact with national, state and local civic bodies, as well as other activities formerly assigned to the late Koverman.

Giveaways O'k

After much study, the Board of Governors of the Canadian Broadcasting Corp. has decided to place no restrictions on giveaway programs after all. Chairman A. D. Dunton said no action was necessary because the number of jackpot stunts had fallen off. Theatre owners had been watching for developments because a ban on aired offers might have been eventually extended to gift offers by exhibitors through government action by provinces.

Across the Country

(Continued from Page 3)

A one-time assistant manager of the Capitol theatre in Regina, David B. Mills, 51, died recently in Rockford, Michigan. A piano player, he was one of the first radio personalities in Regina and he produced several local talent vaudeville shows.

A syndicate of Creston businessmen have finished work on a drive-in geared for 200-cars near the Crow's Nest Pass area. Ozoner will open in the spring. In the same district, Bill Brotherton's theatre at Nakusp is ready for an early opening. North Battleford, Sask., will have a third indoor theatre being built by local interests and will be opposition to the 2 FPCC houses in the town, plus a drive-in holding 300-cars. Town has a population of 7,500 and present theatres have a combined seating capacity of 1,050.

Vancouver

FPCC downtown theatres and headoffice staff held a Christmas Frolic at the Diamond Horse Shoe on the North Shore, Sunday, Dec. 19.

ASN have closed their branches at Victoria, B.C. and at Lake Louise and Banff, Alberta. They were sections of the still photo department. ASN are concentrating on TV and theatrical films.

Rudy Hagen, WB home office official, was here from New York visiting the local branch of Warner Bros. Denny Killip, former assistant at the Orpheum, was moved over to the Strand as the assistant to manager Dick Letts. Both are FPCC spots.

R. J. Hayter, now in charge of the 16 mm. division of International Film Distributors in Vancouver, was awarded \$1,000 damages as a result of his dismissal as manager of the Lumby drive-in theatre from Stanley Golinowsky of Penticton, who also operates a 16 mm circuit in the B.C. interior.

Maritimes

The showing of motion pictures in evidence featured a hearing before Mr. Justice G. F. G. Bridges of the Queen's Bench Division of the Supreme Court of New Brunswick. It was probably the first time that motion pictures have been shown in a New Brunswick court and admitted into evidence. The film was retained as an exhibit.

Mr. Cecil Johnson has joined General Theatre Supply Company and will be connected with its Saint John office.

Lanncaster City Council this week approved issuing of a permit for construction of a drive-in theatre within its city limits. By secret ballot the Council voted 4 to 1 in favor of the motion. Mr. Rodney Wiggins has been seeking a permit to erect a theatre on Manawagonish Road for almost a year. Also appearing at the meeting was lawyer Norwood Carter, representing residents of the Quinton Heights area who have been opposed to construction of the drive-in.



During luncheon at the recent RKO regional sales meeting in New York, are left to right: Harry Cohen, Montreal; Myer Mackimson, Toronto; Ken Snelgrove, St. John, and Jack Labow, Canadian General Manager.

Skouras Honoured By British Film

With some 1400 British theatres to be equipped for CinemaScope by March of next year and orders for more pouring in daily, representative British film men hailed Spyros P. Skouras, president of 20th Century-Fox, as the man who has "revitalized world interest in motion pictures" through the introduction of CinemaScope.

The tribute was made at a luncheon held at the Savoy Hotel, in London, at which 120 leading producers, distributors, exhibitors writers and politicians gathered to honor The American film leader. Kine Weekly, a leading British film trade paper, organized the salute.

Mr. Skouras was hailed by all of the guests not only as a great film leader but as an ambassador of friendship and good will throughout the world. Claude Whincup, president of the Cinematograph Exhibitors' Association, Tom O'Brien, Member of Parliament, and Connery Chappell, editor of the Kine Weekly all joined in paying tribute to him.

O'Brien cited Mr. Skouras as an "international statesman of deep probity, sagacity and foresight." Among those present at the luncheon were J. Arthur Rank, Sir Philip Warter, Sir Alexander Korda, Michael Powell, and Emerich Pressburger.

Technicolor Dividend

The Board of Directors of Technicolor, Inc., at a meeting in New York, declared a dividend of twenty-five cents a share on the \$1.00 par common stock, and fifty cents a share on the old no-par common stock, not exchanged. In addition, a special year-end dividend was declared of ten cents a share on the new \$1.00 par common stock, and twenty cents a share on the old no-par common stock, not exchanged.

The dividends were payable December 30, 1954 to stockholders of record at the close of business on December 17, 1954.

WOMPI's Elect Officers And Board

President, Anne Kaplan, Paramount; 1st Vice-President, Gladys Rawnsley, United Artists; 2nd Vice-President, Marjorie Wilson, JARO; Recording and Corresponding Secretary, Marion Hertell, CMPDA; Treasurer, Lillian Pooley, Paramount.

Board of Directors

Florence Long, General Theatre Supply; Marguerite Thompson, Paramount; Virginia Richards, RKO; May Lavendusky, Odeon.